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# The Pocket Guide to Good Push



## WELCOME

The velocity of innovation in mobile, coupled with incredible consumer adoption of that innovation, has never been seen before.

The good news is that—believe it or not—we are just getting started! Here at Urban Airship, we sit squarely in the middle of this “gold rush meets space race” so we have great seats to witness what is happening. We also play a role in this innovation as the largest provider of push messaging in the world.

We’ve created this Pocket Guide to share some important perspectives. We work with our customers to help them discover what’s really exciting about this new communication channel, which elevates the opportunity to serve customers and foster their loyalty like never before.

We bet that if you spend 30 minutes breezing through this Pocket Guide, you’ll be a bit savvier about how you view push messaging and its essential role in driving mobile success.

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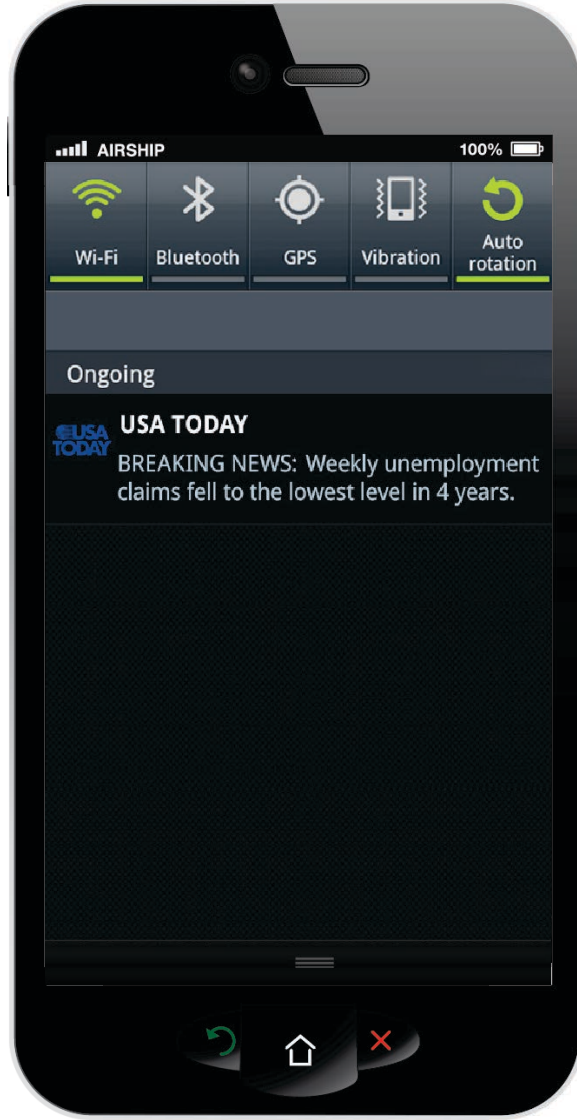
# PUSH IS A PERMISSION-BASED, MOBILE CUSTOMER COMMUNICATION CHANNEL

## INTRODUCTION

Push technology, in which the user requests that specific data be automatically sent to his or her computer or mobile device, has been around for nearly two decades.

The roots of push messaging can be traced back to the mid-1990s and the advent of companies such as PointCast, which offered a publish/subscribe model in which users could subscribe to data feeds that would be automatically pushed to them whenever new information arrived. Push was a game-changing departure from the traditional model of downloading or pulling information from online sources.

What began as push distribution of specified stock quotes, user-



defined news updates, sports scores and reminders, has blossomed into a communications revolution.

While push technology set the foundation for the revolution, it was the advent of smartphones and their rapid—some might say rabid—adoption that proved to be the massive enabler.

## A DEEPLY PERSONAL CONNECTION

Hardware and software engineers can take a bow for creating a mobile environment so useful, fun, enchanting and empowering that users have formed deep attachments to their devices.

Publishers that create push-enabled apps to connect with customers find themselves in an unusual situation. Because users are typically with their smartphones 24/7, they are—through your push-enabled app—inviting you into their home and workplace. You'll be with them at the breakfast table, while they work, on their drive home and as they play with their kids.

That's getting closer to the customer than any other communication channel ever created. And unlike radio, television,

print advertising and others, there is no middle man who controls the access to the customer. Push messaging is a direct communication channel once the customer enables your messages. This is a way for brands to socialize directly with their very best customers, anytime, anywhere to build a relationship at a one-to-one level. It's the Push Revolution. And anyone can play. The key—for all of us in the industry—is that we all play nicely.

We wrote this Pocket Guide to discuss these topics: why push is such an exciting communication channel and why push is changing consumer engagement and will continue to do so. More importantly, this guide will show you the path to what we call Good Push, while saving all of us from the annoyance of Bad Push.

## GOOD PUSH

With push technology, customers invite you to contact them whenever you feel you can add value to their day. With Good Push, that can mean alerting someone at the breakfast table to avoid a traffic backup by taking a different route to work. Bad Push would be interrupting

Push is a channel for brands to directly socialize with their best customers—anytime, anywhere.

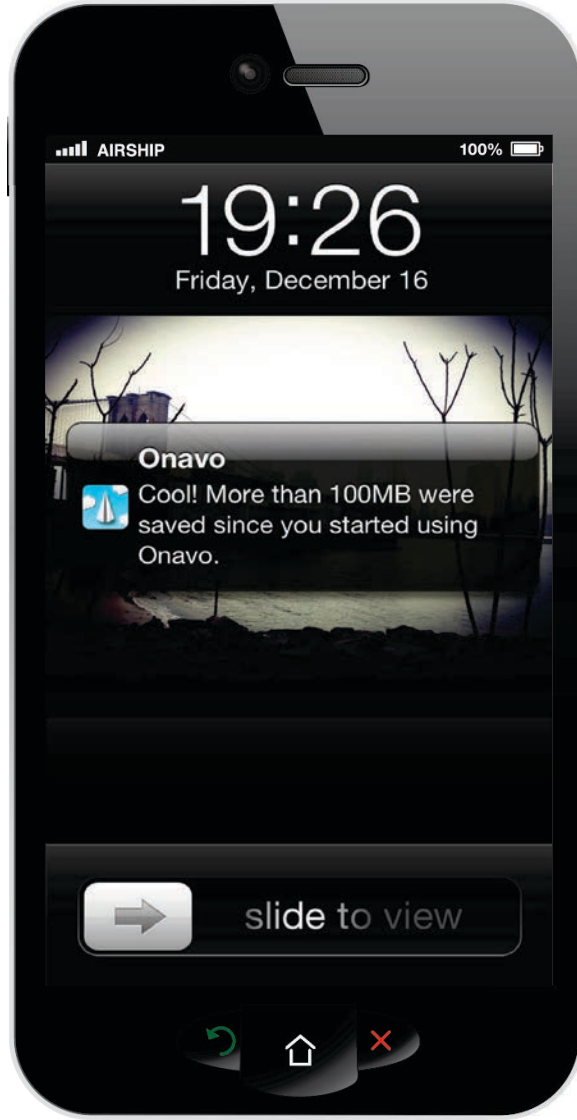
a parent putting their child to bed with a blast: “Limited Time Offer!”

## LET’S PUSH FOR GOOD PUSH

As an industry, we need to marshal a movement among developers and marketers alike. We need to come together because the stakes are high: Bad Push could turn people off to *all* push.

Collectively, we don’t want people to stop inviting us into their homes and into their lives. App makers are creating amazing experiences and push extends that influence beyond the walls of the app. Push is the voice your app has with a consumer, when they are not actively engaged with your app. Push is also a win-win channel: the consumer gets to choose who may push to them and the brand gets direct access to their best customers. As we show in Chapter 1, the whole planet is going mobile. Increasingly, the Push Revolution sits at the front end of mobile engagement. But as an industry, we have to get this right. That is why we are calling all participants to rally for Good Push.

**RIGHT:** Onavo delivers Good Push by delivering good news about data savings.



## 1

## Exciting Times & Astonishing Opportunities

**THE YEARS 1995 TO 2025** will become known as perhaps the greatest period of information organization, access and advancement in history.

The entire planet is going mobile, with almost 6 billion mobile phones and 1 billion smartphones. Just a couple of years old, tablets now outsell PCs. The East-West Institute talks about preparing for the next billion Internet users—expected by 2015.

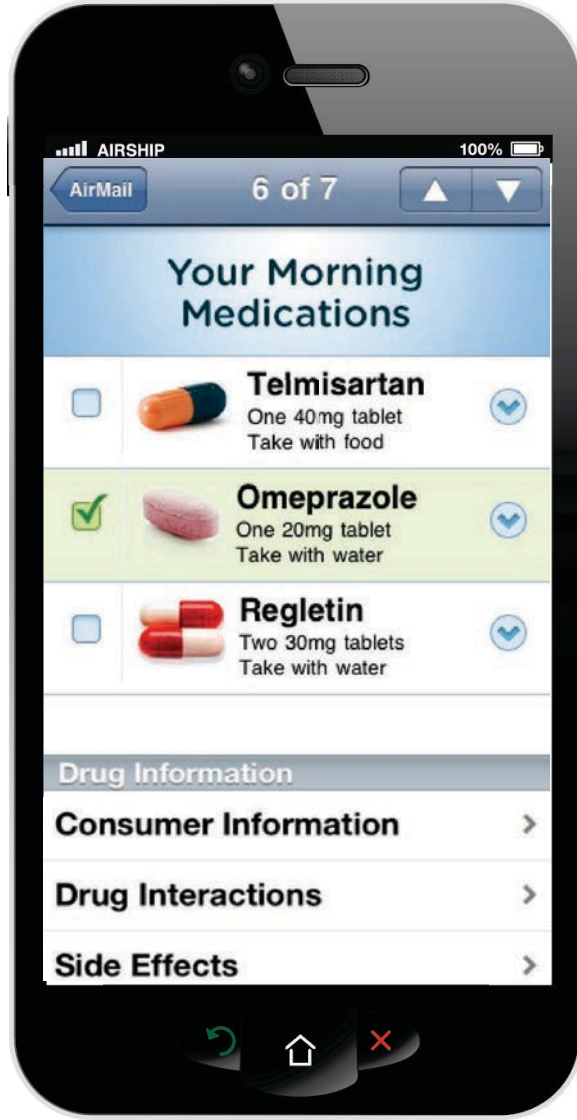
### **THE PLANET GOES MOBILE**

As the planet plugs into mobile, a new generation of apps is changing how we consume media, how we shop, how we spend our free time and how we communicate with ourselves and others.

We are entering the age of hyper-personalized media, where consumers design the communication environment in which we exist. Traditional mass media will soon be overshadowed by mobile; consumers currently spend 168 minutes per day watching TV, compared to 158 minutes per day on their mobile devices, and 80% of that time is spent in apps.

Consumers spend 158 minutes per day on mobile devices—nearly as much as TV—and 80% of that time is spent in apps.

*RIGHT: Hyper-personalized media: The “Your Morning Medications” app.*





A universe of information, personal interactions, entertainment, collaboration and more are now served up to us on the new silver platter: our smartphone screens.

## FROM SCI-FI TO WI-FI: THE AUGMENTED HUMAN

Science fiction, that wondrous branch of literature created by Jules Verne and H.G. Wells, has long been an intellectual playground of what-ifs.

Over the decades, a popular theme is the augmented human: from implanted computer chips to robotic bodies, authors and their readers share a fascination with how to pull more from the body, while retaining, or even enhancing, that which makes us human.

## HUMANS SLEEP WITH THEIR MOBILE PHONES

The augmentation has begun. The Pew Research Center reports that 65% of smartphone owners take their phones to bed with them. A study from Stanford University found that 75% of iPhone users take their phones to bed, and that same study found that

nearly 25% of iPhone users say they think of the device as an extension of their body and 41% said it would be a “tragedy” to lose their iPhone.

Android has similar loyalty with 87% reporting that they had used their device while on the toilet, according to an iMark survey.

The point is that the augmentation is happening so swiftly, and so enthusiastically, that most haven’t bothered to take notice. It just seems natural. Unlike radios, televisions, early PDAs and cell phones, the smartphone has become an extension of our digital brain. We are evolving to the point where we no longer wear watches to tell time, we no longer carry cameras to snap pictures, and time spent in front of computers is losing out to time with smartphones and tablets. The smartphone is an indispensable personal device unlike anything humankind has ever created. When it beeps, we respond. When it loses its power, we nourish it. Once it is fully charged, we feel ready to take on anything life throws at us.

A study from  
Stanford University  
found that 75% of  
iPhone users take  
their phones to bed  
with them.

## UNFORGETTABLE

This augmentation is such that in the Stanford study, 67% of respondents said they were more likely to forget their wallet when they left home than their iPhone.

We use our smartphones to augment our memories when we set alarms and use the calendar to organize our lives. We use our smartphones when we store contacts, complete with photos, and surreptitiously check our phones when bumping into an old friend whose name we can't quite remember. And we augment our very sense of self and being when we carry our social network with us, like a built-in audience with whom we share our lives.

## ENTER PUSH: THE VOICE AND THE TAP ON THE SHOULDER

The wealth of information now available through mobile delivery has intensified the integration of smartphone and human—partly because developers are creating brilliant apps, and lots of them.

An incredible variety of helpful information is pushed to us as we go through our days whether at home, work or traveling around the world.

The creativity with which some applications have been designed inspires passionate users who willingly share their location information to receive more relevant content.

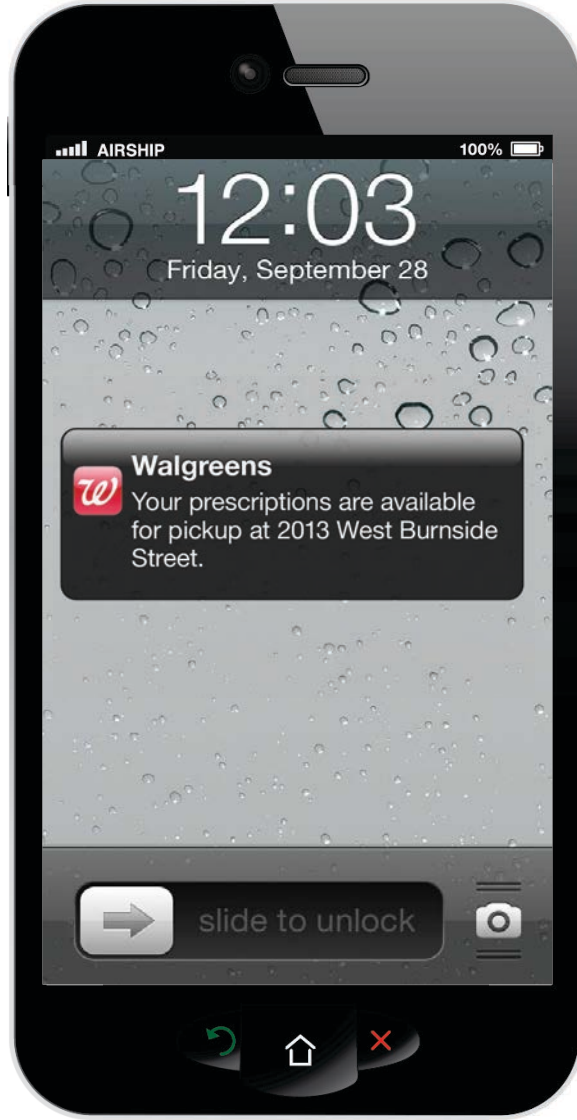
Great applications make the mobile experience richer. And relevant push-enabled apps personalize things even further. Push is the voice of the apps. Good Push can reach out to deliver value at the right time and right place. All of this contributes to the sense of augmenting our lives through great technology. It tells us why we carry our smartphones to bed with us and see them as an extension of ourselves.

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Push is the voice of the apps. Good Push can reach out to deliver value at the right time and right place.

**RIGHT:**

*Walgreens uses push notifications to alert customers when their prescriptions are ready.*



## 2

## The Privilege Of Push Messaging

**SAY THIS** until you memorize it: *Push is a privilege and must be treated as such.*

When customers opt in for your push notifications, they are allowing you to send messages directly to them—even when your app is closed on their device.

Customers place their trust in you when they opt in for your push messages—giving you access to their most intimate communication channel. They are inviting you into their home; their car; their place of work; even inviting you to come along as they play.

Given this unparalleled access, push focus on delivering value. This leads to customer engagement, conversion and loyalty.

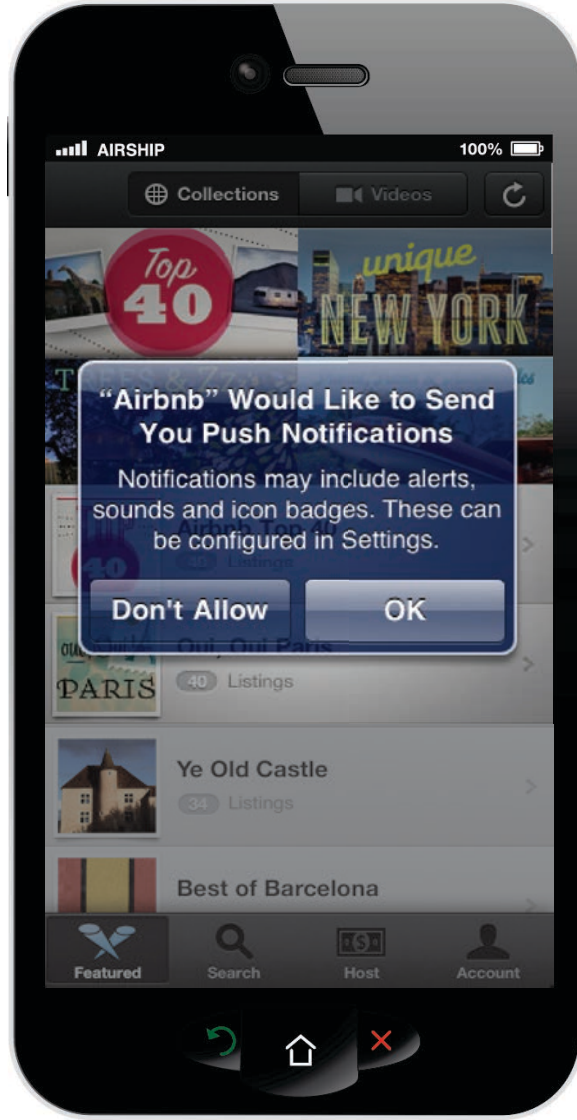
Push messages are used for a wide range of opportunities: customer service alerts, social updates, new content availability notices, relevant and requested offers, breaking news alerts, weather alerts, traffic alerts, reminders and location-specific information.

### PUT THE CUSTOMER IN CONTROL

Car radio created the term “drive time,” television created “prime time,”

By opting in to your push messages, a customer gives you access to their most intimate communication channel.

**RIGHT:** Customers place their trust in you when they opt in for push messages.

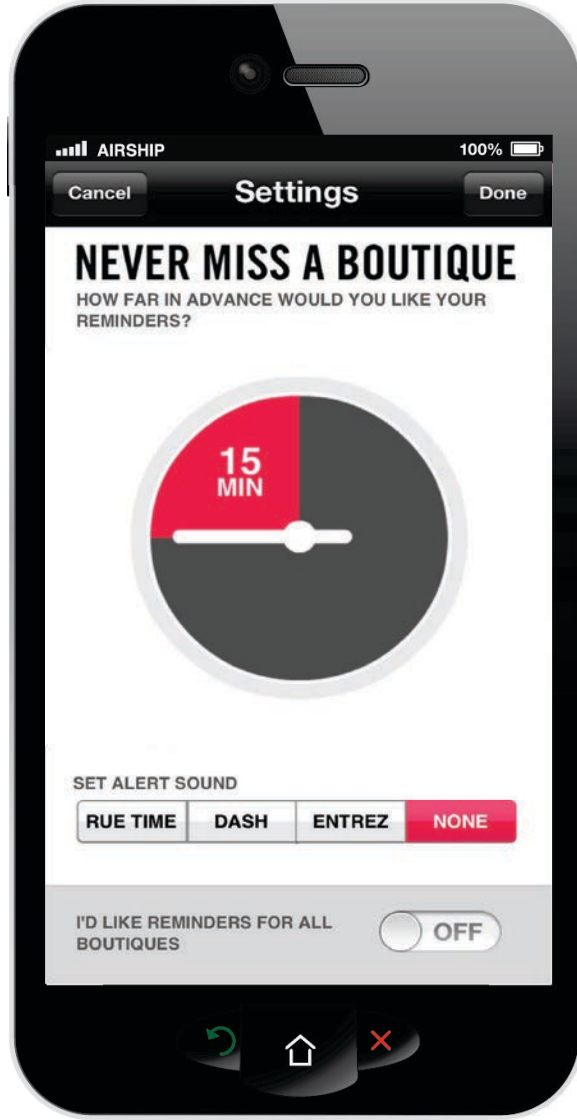


and now push is creating “my time,” where the consumer calls the shots.

Push enables a variety of conversation types, including broadcast messages to all customers, segmented messages to certain customers, one-to-one conversations, with each message customized to exactly what each customer wants, when they want it, and initiated under a set of rules that the customer chooses.

To accommodate this, your app should provide an easy-to-find, easy-to-use control panel enabling the customer to specify the granularity of information and conditions for push.

**RIGHT:** *Rue La La* offers clear and concise settings that the customer controls.



## PROTECT YOUR BEST CUSTOMERS

Remember that with push messaging, you are dealing with your very best customers. These customers have specifically asked for you to reach out to them. In fact push messages can be thought of as triple opt-in communication channel because customers:

1. Search for your brand in an app store.
2. Endure the download and install process.
3. Click 'Allow' to receive push notifications.

These are your most devoted customers. Treat them right and they will do the selling for you; treat them poorly and watch out—their voice can be amplified through social media. You want them cheering, not jeering.

**RIGHT:** *Weather Notifier delivers weather reports on a silver platter.*





## 3

## One Million Apps Battling for Your

**SMARTPHONES** have given birth to a worldwide love affair with apps. Or maybe it's the great apps that have given birth to a worldwide love affair with smartphones.

Together, they are an intoxicating combination. What else could explain a smartphone app count that crashed through the 1 million mark and is still climbing?

ABI Research reports 1.79 billion apps across four app markets—Google, Apple, Windows and Blackberry, with Google (at 800,000 apps) and Apple (775,000 apps) offering the vast majority.

This wealth of apps is what makes the mobile environment so intriguing and exciting. *And crowded.*

### PRECIOUS REAL ESTATE: YOUR SMARTPHONE SCREEN

Some of the most valuable real estate on the planet right now is your smartphone's home screen. There is a constant and growing battle by brands and publishers from around the world to win an icon's worth of space there.

It's a tough battle. Getting on the phone in the first place is a big deal. According to Flurry, a typical user has 65 apps installed on his or her smartphone. However, most people use far fewer on a weekly basis.

So it's easy to get lost in the crowd, even after you've landed on the device. And it's tough to stay on that phone, when a new app is always beckoning and users want to clear away the old to make room for the new.

## **PUSH REACHES OUT WITH RELEVANCE**

The beauty of a well-crafted application with push messaging is that it remains useful and relevant because it regularly demonstrates its value through judiciously pushing great content to the user.

No matter how deep in the app pages the icon might be buried, if a user has opted in to your push messages, you have the chance to delight them on a regular basis. You can tap them on the shoulder, deliver a little bit of value, and draw them back into your app.

As noted earlier, you are also giving your app the potential to annoy the user on a regular basis if your push is designed poorly.

Good Push. Bad Push. You've got to know the difference. And the best way to learn the difference is to always place the customer first.

Which communications will your customer value? How can your app extend its value outside of the walls of the app? Which communications might turn the customer off? If you can't answer these questions, your app might be in jeopardy.

Because Bad Push can harm everyone in the industry, our next chapter is devoted to best practices that create the kind of Good Push that will have your customers thankful for your presence in their electronic lives, and perhaps even cheering about you through the megaphone of social media.

“Push notifications should be about their life and whats going to help them at that moment in time.”

-Stephen Riley  
BBDO Proximity

## 4

## The 7 Rules of Good Push

**BOILING IT ALL DOWN,** push messaging permission is the customer saying: “You may interrupt my life any time, anywhere to deliver messages that are useful.”

What an amazing privilege.

It’s a marketer’s dream. Yet, because of its relative newness, there is little information on how to use this privilege wisely.

Through our extensive interactions with brands, app publishers, app developers and consumers, we’ve created a set of best practices that we call *The 7 Rules of Good Push*. They are like a Bill of Rights for your push customers, so we’ve written them from the consumer’s point of view. Let’s dive in.

## RULE

## 1

“Good Push  
Fits Into My  
Ever-Changing  
Schedule”

**WHENEVER YOU CAN**, give your customer the ability to tell you if they want to receive push messages, and if they do, give them the power to control when messages are delivered.

Your apps should have an easily accessible control panel where, in addition to specifying the types of information they want to receive—on a granular level—users can define a Quiet Time so that no messages are delivered between, say, 10 p.m. and 7 a.m. They should be able to specify which days of the week they want to receive messages, or block out days when they don’t want to be bothered.

The big bonus for you is that giving people control over how and when you deliver content actually keeps more people engaged. It’s how Burger King took on McDonalds with the phrase, “Have it your way.”

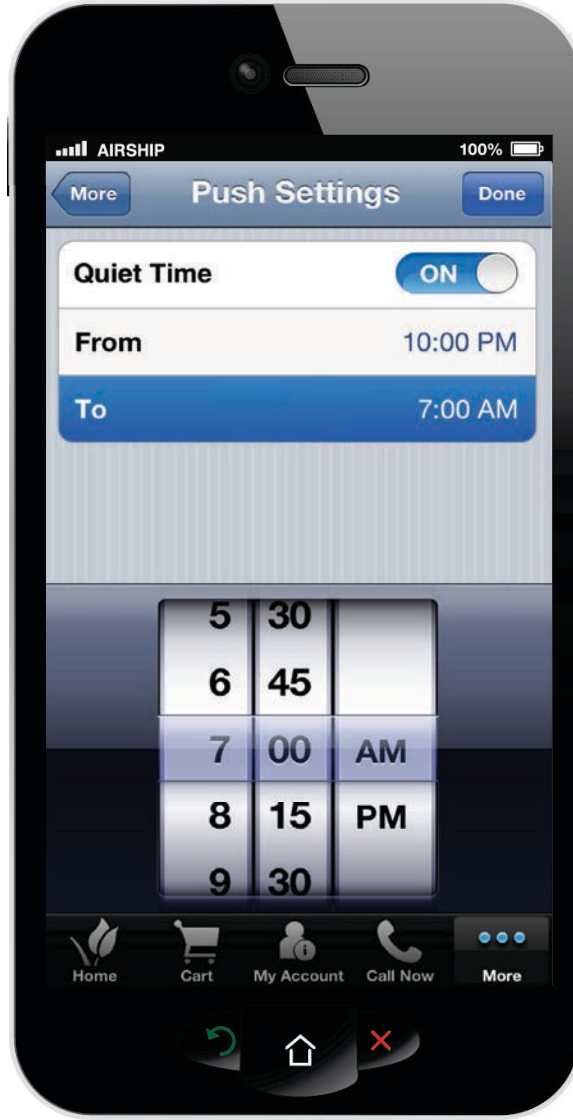
Marketers might think: “I can’t give people that kind of control. They’ll shut me off.”

But, it actually does the opposite. It builds trust, and trust builds loyalty. People feel better about your app,

and better about your brand. And each time they get a push message that matches what they want, that loyalty grows.

In the world of push, that builds toward the ultimate goal of increasing total lifetime customer value.

**RIGHT:** *Good Push gives users control over when push messages are received.*



## RULE

## 2

“Good Push  
Engages  
Me With  
Relevant  
Messages”

**THIS RULE** is about recognizing that in most cases, not everybody wants the same message. And it is a reminder *to think about what the customer wants to hear, not what you want to say.*

Burton Snowboards found a way to engage users with relevant information by offering to push fresh snowfall alerts to customers. This is an example of very Good Push.

Another company might take a different path: sending a blizzard of promotional sales alerts. This approach could alienate customers, along the lines of: “Dude, I already bought the snowboard! Give it a break!”

Instead, Burton stays relevant and builds goodwill by helping its customers enjoy the very best part of the sport by providing timely reports on snow conditions.

The easiest way to deliver relevant messages is by allowing the customer to tell you what is relevant to them. Burton lets customers specify what is most relevant with a nice set of customizable controls: you start by selecting your region of the country, then choose the ski resorts you care about within that



region. From there, choose how much fresh snow motivates you to consider playing hooky from work, and then what time of the day, and which days of the week you want to hear about it.

What is great here is that Burton eliminates the time required to hunt for a ski report. It also eliminates this frustration: “I would have gone to the mountain today if I had known there was fresh snow!” The information delivered might influence what you choose to do on a winter day. Sure, this is an example that only applies to a segment of people, but for those people, this is great service delivered to smartphone screens on a silver platter.

Let’s say you have a fishing gear business. You face the same type of choices. Good Push would send updates on where the fish are biting, and notes on exceptional catches. Bad Push would frequently broadcast sales information, triggering users to cut bait and shake off the app.

*RIGHT: Burton delivers Good Push with relevant fresh snowfall alerts that each customer configures.*





## RULE

## 3

“Good Push  
Allows Me To  
Personalize  
My  
Experience”

**GIVE YOUR CUSTOMERS**

a preference center to customize content, and they will love you for it. We’ve already talked of how giving users the ability to control the time of day and even day of week for receiving messages can build a stronger sense of loyalty.

The same is true when you give them the ability to personalize the content you send. Let them tell you what they want, how much of it they want, and when they want to get it. ESPN ScoreCenter does an exceptional job of this by offering users exacting control.

Users can choose which sports and which teams to follow, as well as an array of options as to how often any given event should be updated through push.

Whether you want complete, up-to-the-minute coverage or just the final score, ESPN ScoreCenter accommodates a wide array of sports and preferences.

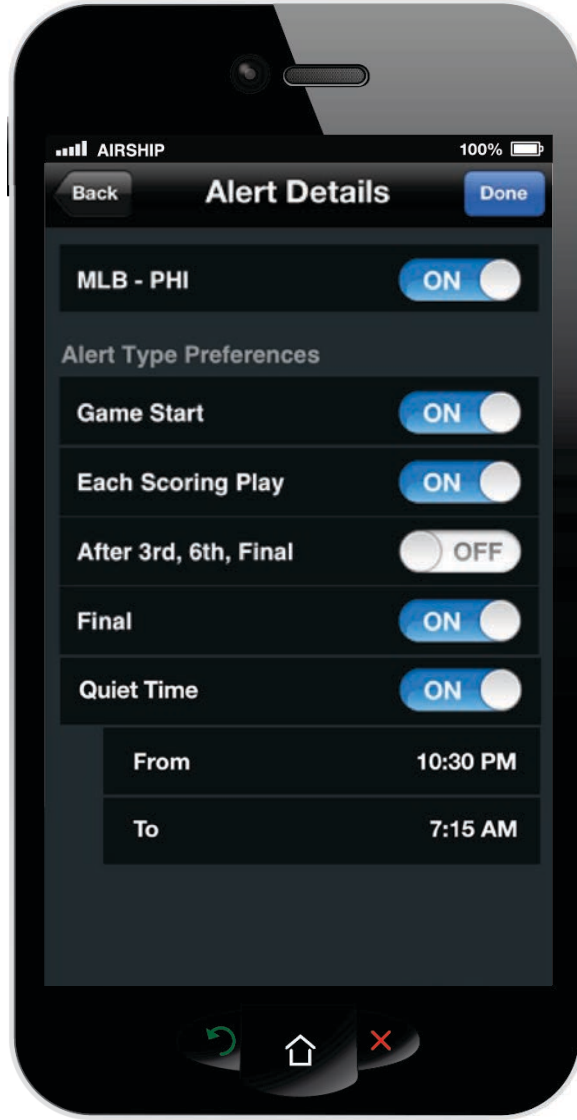
The potential combinations with ESPN ScoreCenter are vast. One eclectic person might assemble a personal sports page that allows him or her to follow the National Football League,

worldwide cricket, Major League Baseball, NASCAR auto racing, rugby, hockey, lacrosse and just about any other sport that catches their fancy.

When factoring in the granularity of information that can be requested for each event, every person who downloads the ScoreCenter app has a different configuration for their push notifications that matches exactly what they want. This is one-to-one communication at its finest.

This is what makes push communication the very opposite of mass communication. And once customers experience this type of personalization, they start expecting it from other brands and preferring it to other channels. A bit of irony here: the user will cheerfully *do the work for you* to create the customizations. Just provide an easy-to-use control panel, and let them do all the customizing and updating they like.

The more they work on custom settings, the more personal attachment they feel for your app. They feel a sense of ownership over the results: a flow of push-based messages designed for them, to be enjoyed by them.



## RULE

## 4

“Good Push  
Stays  
Consistent  
With Your  
Brand”

**MARKETERS NEED** hands-on visual tools to finesse push message content and preview messages across devices.

Consistent communication over time is a key element in building a strong brand. Marketers traditionally go to great lengths to ensure consistency in voice, tone and appearance.

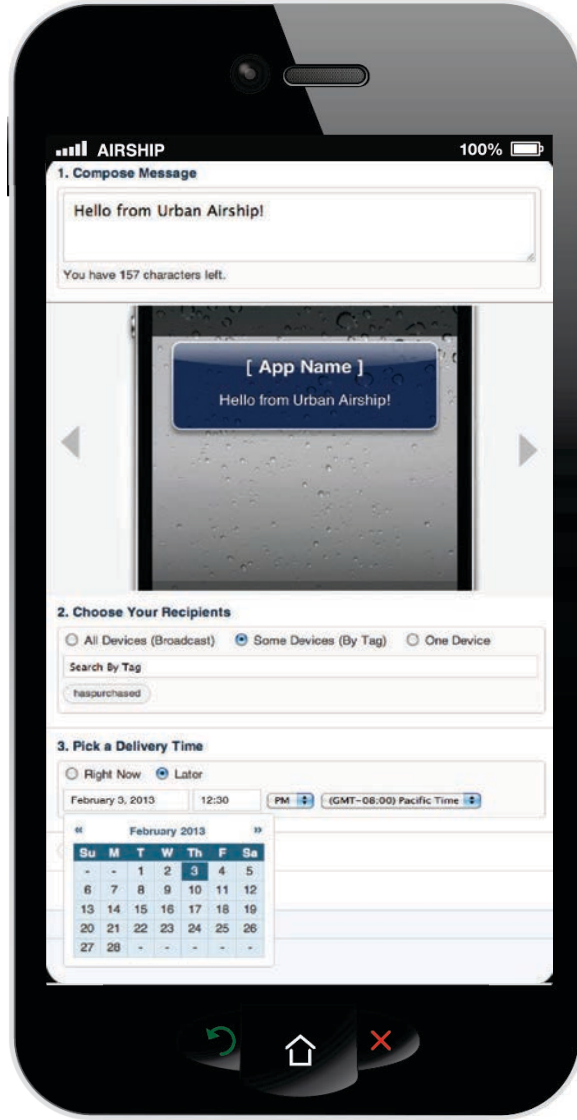
Given that the ultimate control over rendering is specified by the smartphone device manufacturer, marketers need to be precise with every element they can control. Also, given that messages render on a variety of devices and operating systems, previewing them across each device allows them to be absolutely sure that the message received will be viewed as intended, and not confusing to the end customer.

Just as content management systems gave marketers better control over the web channel, a push message composer and previewer is essential in the push channel. Of course, whomever is entrusted with authoring content for push communication should be well schooled in the 7 Rules of Good Push. You ought not give the car keys to someone who is going to scare the

passengers out of your vehicle.

Sound is another branding element that can alert users to your push messages. ESPN does a great job of this with its ScoreCenter app, which plays just a second of its famous jingle with each push. This allows a user to know which message just arrived without looking at the phone. Customers can either rush to see who won, or wait until later if that is not critical information at that moment.

*RIGHT: Visual Push Composer tools allow marketers to compose, preview and target messages consistent with their brand standards.*



## RULE

## 5

“Good Push  
Delivers An  
Entertaining  
& Engaging  
Experience”

**INCREASINGLY, CONSUMERS** expect an interesting payoff when they engage with a push message.

The goal is for users to look forward to your push messages and respond to them by engaging in your app. Upon opening a message, the user should be transported into an environment that is fresh, engaging, and entertaining with rich media such as videos, surveys and pictures related to the content of the notification.

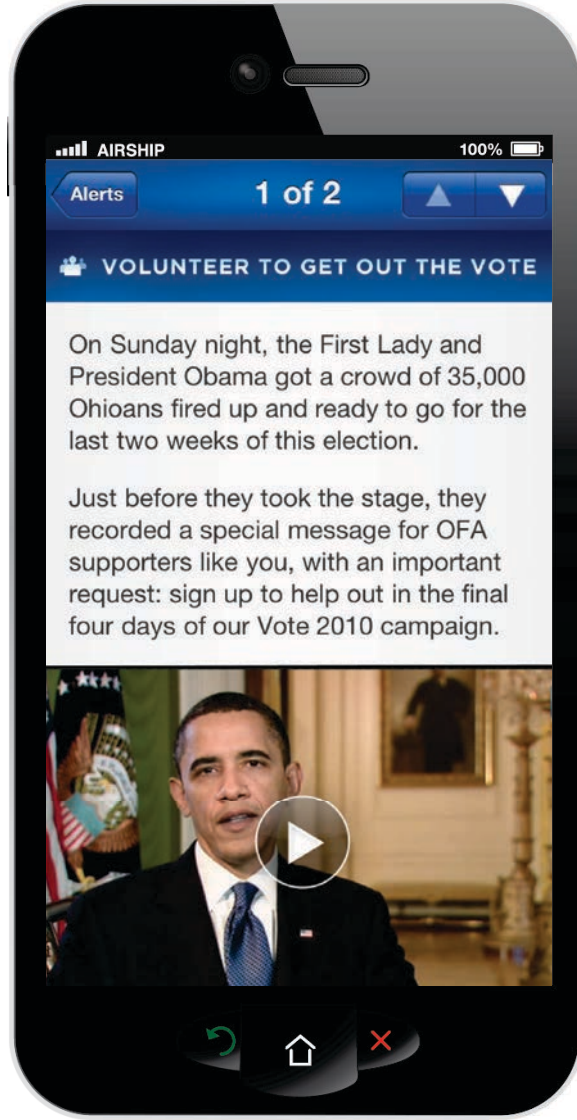
For example, during the last election, the Obama campaign made creative use of rich push communication. A supporter signing up for push received messages that included a link to view a recent video of Obama. The same messages provided a form for volunteers to immediately sign up for local activities.

Just like email or search marketing has proven the value of effective landing pages, push messages that lead to rich, interactive experiences will more successfully engage customers.

Mobile commerce companies can push messages out about new clothing collections and link directly to rich media featuring videos or interactive

product overviews. We have seen film companies push messages about new movies, linking directly to the ready-to-play trailer. Consumers love rich media in all forms, so delivering a push with a payoff like this ensures that customers will be excited to see what comes next.

**RIGHT:** *Good Push successfully engages users with rich media.*





## RULE

## 6

“Good Push  
Continuously  
Serves Me  
Better and  
Better”

**EVERY TIME A PUSH MESSAGE**

is sent out, the obvious question should be, “Was it effective? Did the customer respond to it?” Good Push dictates that customer responses are analyzed to finely tune successful engagement.

Over time, marketers can increase the effectiveness of push messages by measuring customer engagement triggered by push—how many app opens occurred, how much time was spent in the app, and which messages caused immediate app opens versus delayed app opens. Ultimately, app publishers can clearly tell which push messages resonate best, do more of these, and do less of those that fall flat.

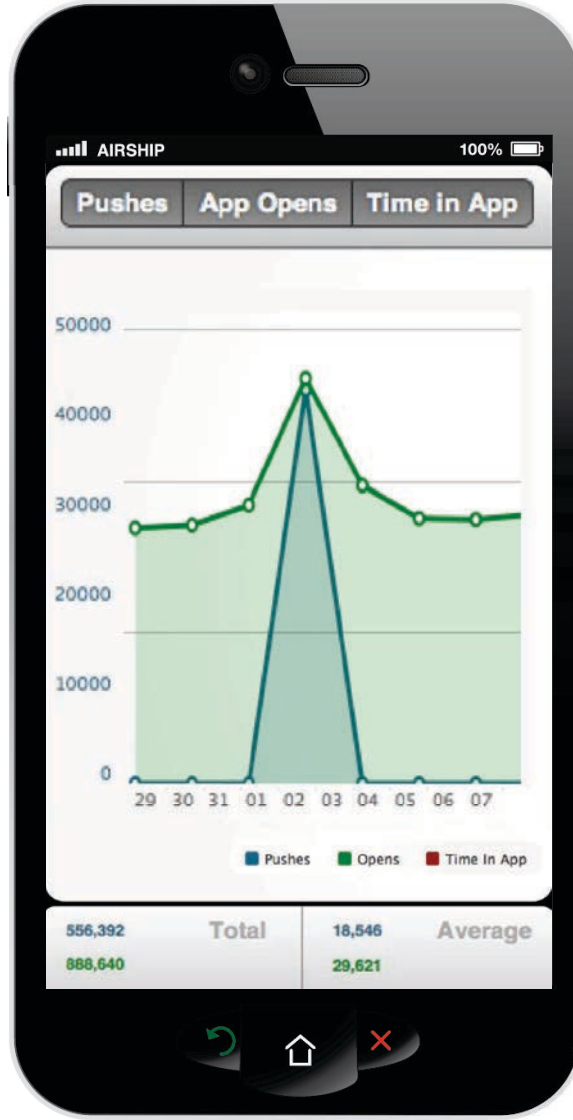
Since some of your customers opt in to push and some do not, you can compare these two audiences against one another and determine how much more engaged those are who receive push messages versus those who do not.

The other variable to analyze is how people respond on one platform versus another. Do Android users respond the same way as iOS users? Once differences are understood, you can take action to test strategies

to improve engagement.

Also, by analyzing the reports, you will be able to determine how essential it is to persuade users to opt in for push messaging. If you include a message inbox in your app, then you will be able to deliver all messages directly to that inbox, even reaching users who do not allow push messages. You can use this communication channel to remind them of the value of your push messages and then show them how to opt in to push in case they change their minds.

**RIGHT:** *Good Push requires analyzing the results to make sure consumers are responding well to messages over time.*





## RULE

## 7

“Good Push  
Adapts To Fit  
My Current  
Situation”

**GOOD PUSH SHOULD BE**

**SMART** enough to adapt to your users' current situations, including their ever-changing locations.

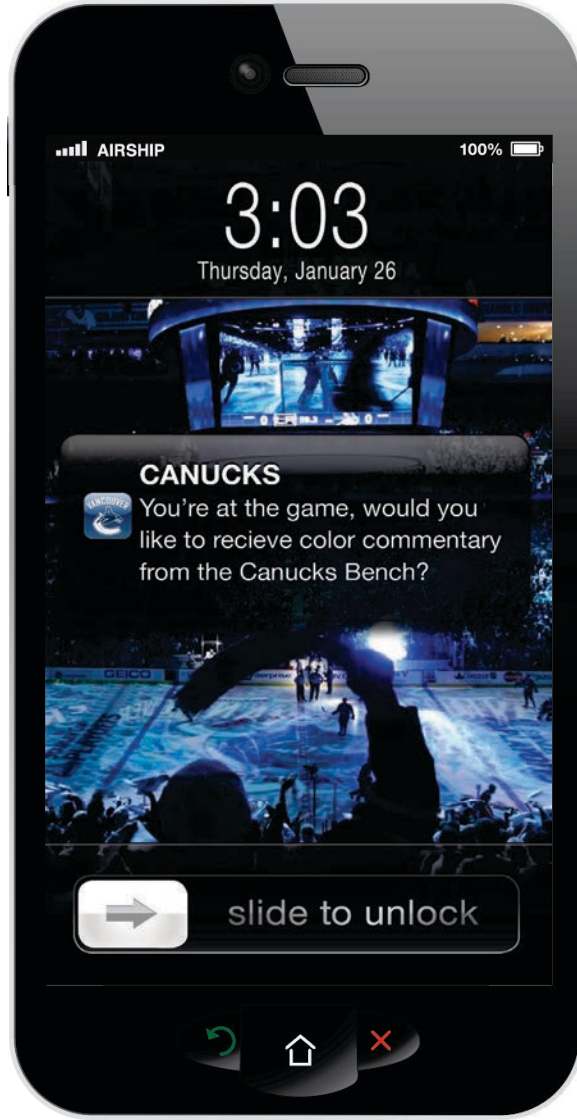
Mobile devices, by definition, are on the move, so a person's location changes frequently. However, a change in location alone is a blunt instrument. No one wants offers pushed to them with every step they take, just because they are on the move. Apps need to consider everything they know about the user, including location history behavior, stated preferences, and more. With a change in location comes a change in context as well, and an opportunity to deliver something fresh and engaging through push messaging if everything else is fully considered.

For instance, a customer might receive breaking news alerts from a national media company located thousands of miles away. The only content that makes sense to send are national stories. But if the app is smart enough to sense that the customer has landed in their home market, they could push a message offering a local guide to restaurants and entertainment.

This is amazing service on a silver platter: the customer didn't have to go searching for the content, it can be pushed right to their fingertips.

The same type of location-based information can be used on a smaller scale. For instance, attend a sporting event at a local venue, and get pushed rich expanded coverage of the team, the game, or a survey for feedback. Or perhaps you enter the parking lot of a store and get pushed the weekly sales flyer and special offers. After you drive away, no more push messages should arrive until you visit the store again. These are examples of effortless service that can help to customers as they travel through their day and their world.

**RIGHT:** Location plus customers' preferences can work together to adapt messaging and offer customers even better service.



## Final Thoughts

**IT CAN BE ARGUED** that push messaging is the most powerful communication channel ever created. When customers opt in, brands can reach them anytime, anywhere, and for any reason that adds value to their lives.

Forrester recently proclaimed that in just a few years, mobile will be the primary face of consumer engagement. We believe push messaging is becoming the primary engagement vehicle for mobile, so push will become the primary engagement vehicle for consumer interaction, period.

Unlike other communication channels, push messaging directly connects you with your very best customers *on their terms*. Unlike radio and television, there is no network to deal with. Unlike print and magazines, there is no ad network intermediary. This is engagement at its finest, with the brand communicating directly with customers.

The opportunity to create the right app has never been so promising. All that's required is imagination and a desire to produce a truly valuable customer experience.

The guiding thought should

be: How can I use push to make my customers' lives better, easier, more productive, entertaining, or delightful as they live, work and play.

An essential element is to make push an *integrated* part of your mobile app. Push must be designed into the app, not tacked on as an afterthought.

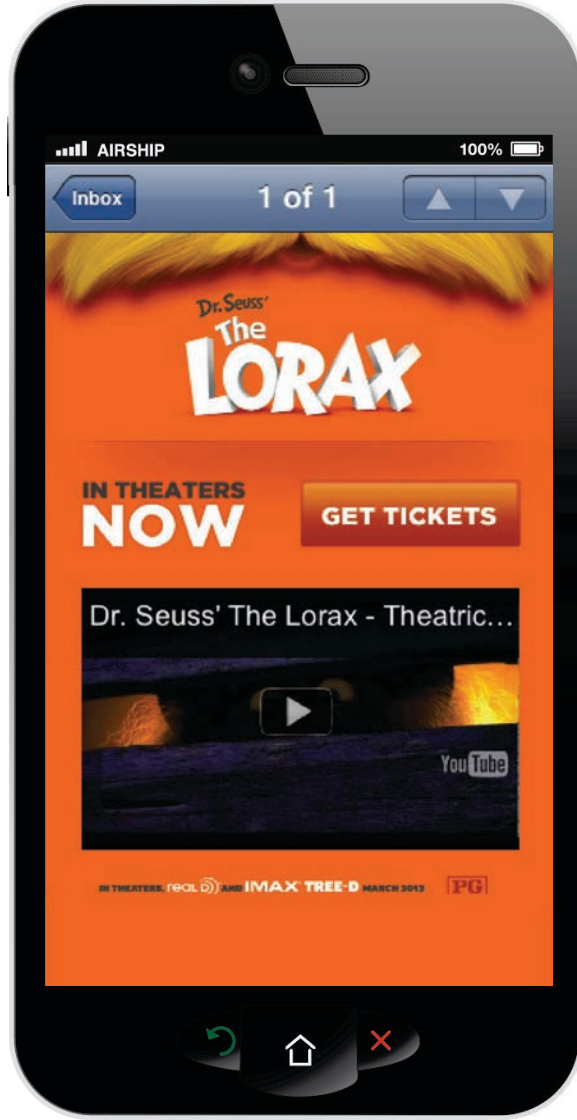
As we've seen, push is lifestyle augmentation ... incredible service served on a silver platter.

## APPRECIATING THE PSYCHOLOGY OF PUSH

Push enables a brand to socialize with its connected customers. Eventually, this mobile connection could reach across connected televisions, refrigerators, cars, and every other element of life that can benefit from automation.

With Good Push, you can be part of your users' lives. But there is zero tolerance for unwelcome push, and angering or confusing the consumer will erode your long-term success.

**RIGHT:** Example of a rich push for *The Lorax* movie

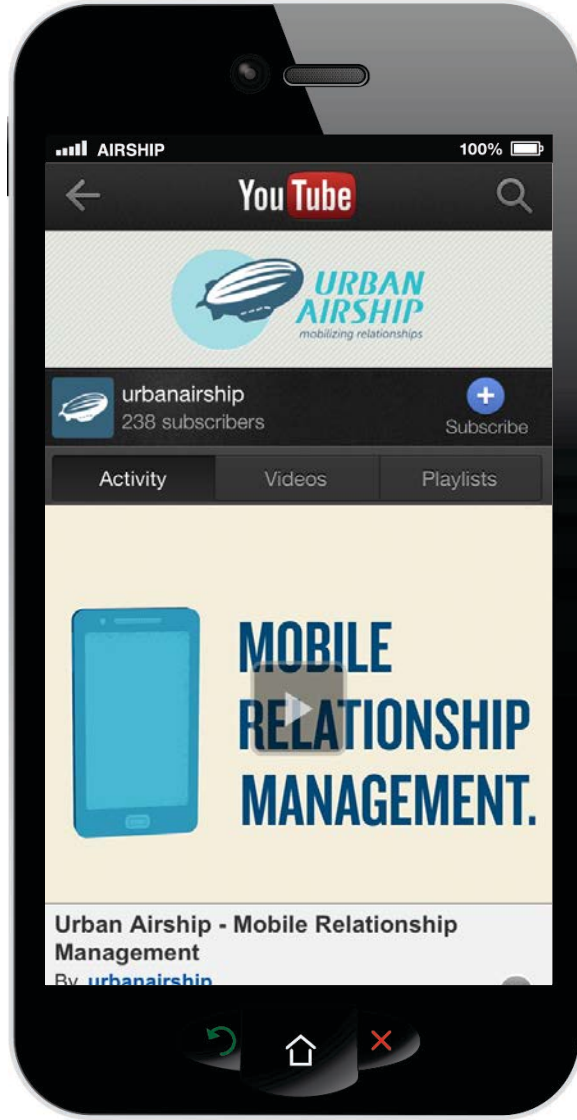


With Good Push, consumers see push as a key benefit. The need to “deliver service on a silver platter” and provide effortless information increases in importance as the mobile app environment becomes ever more crowded.

As we enter the era of apps integrating services across smartphones, tablets, connected cars, televisions, refrigerators, home control systems and other forms of automation, people will count on push to tell them which app to pay attention to, and when.

In the same way that Google built success by helping customers find just what they want on the massive Internet, push will reach out and tap a customer on the shoulder when something important requires their time and attention as they navigate their busy lives on the move. It might be to deliver a tiny bit of news or to remind them to take their medicine. It might be to tell them their laundry is finished, or to deliver a shopping list based on what’s left in their refrigerator. But the more automated

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things become, the more push will be needed to enhance and guide our lives.

This is why Good Push is so essential right now. Good Push provides an opportunity to increase brand strength, improve lifetime value, and build customer advocates ... and raving fans.

Please join us in pushing Good Push forward.

## WHAT KIND OF RESULTS CAN GOOD PUSH ACHIEVE?

Find out in Urban Airship's Little Black Book of Results:  
*urbanairship.com/LittleBlackBook*

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We think about this every day, and we have more to share. Get our Pocket Guide to Mobile Relationship Management:  
*urbanairship.com/MMRguide*

## Brought to you by Urban Airship

While this book isn't about Urban Airship, we can play an important role in helping you give Good Push. We connect companies to their audiences—customers, partners and employees—through Mobile Relationship Management.

MRM drives exceptional engagement, revenue and loyalty by delivering *relevant* content and utility based on users' behaviors, preferences and location profiles. Our industry-leading solutions include high-performance push messaging; in-app engagement; location targeting; and digital wallet passes.

In a world overflowing with content, *context* is king. Our deep segmentation, automation and analytics tools help brands adapt to audience behavior and optimize their strategies.

Get to know us at  
*urbanairship.com*.



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